



**USAID**  
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# AFGHANISTAN

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## FACT SHEET

### Afghanistan Small and Medium Enterprise Development (ASMED) - Market Information

#### OVERVIEW

USAID's Afghanistan Small and Medium Enterprise Development (ASMED) project increases opportunities for trade, employment, and investment by improving private sector productivity. The market information component provides market knowledge to Afghan entrepreneurs. To improve the quantity and quality of business intelligence available, ASMED conducted, collected, and distributed sector and sub-sector analyses and market assessments. ASMED now assists Afghan businesses to exploit the market opportunities that these reports identified. By sponsoring trade and investment conferences, buyer missions, and participation at trade fairs, the project facilitates domestic and foreign market linkages for SMEs, thereby improving value chains in key sectors such as carpets, marble, wool, cashmere, agribusiness, gemstones, and handicrafts.

#### ACTIVITIES

- **Market assessments:** Generate and disseminate market information to the private sector, including analyses of potential high-growth sectors in Afghanistan; conducting market research to improve access to finance for small businesses; and implementing a market information system for entrepreneurs in high-risk areas. Reports include opportunity analyses for women's enterprises, and an evaluation of business development services available in Hirat. Train local service firms to conduct market and financial feasibility studies on behalf of private sector clients.
- **Trade fair attendance:** Enable Afghan businesses in targeted sectors to attend trade fairs through technical assistance and financial support. These events provide international business learning experiences, and generate significant direct sales and future contracts.
- **Business procurement platform:** In collaboration with Peace Dividend Trust, create a business-to-business procurement directory and link domestic and international buyers to Afghan businesses. Financially assist a call center to add new vendors and update member information.
- **Match-making services and events:** Act as a broker for Afghan SMEs interested in joining business associations, contracting business development services, accessing financing and capital resources, and identifying and developing new markets.
- **Trade and investment conferences:** Organize knowledge-sharing events that invite potential investors and trading partners in cooperation with partner organizations, like the Afghan Chamber of Commerce and Industries.
- **Rebranding Afghanistan:** Enhance Afghanistan's business image to encourage foreign direct investment, import substitution, and export capacity.

#### RESULTS

- Conducted and/or sponsored 23 market assessments and disseminated results to stakeholders, sharing information about business development, market linkages, and investment opportunities
- Facilitated the sale of more than \$49 million of Afghan products from sponsored SMEs at national and international trade shows in Afghanistan, Germany, India, the U.A.E., and the U.S.
- Linked more than 100 SMEs to bank loans and equity resources
- More than 2,150 firms invested in improved technology, improving enterprise productivity

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